Place Informatics

Monthly Performance Report

Chichester

January 2023

Town Monthly Footfall: January 2023

+2%	Dec 22	Jan 23	Variance	Mth on Mth Growth
	611,246	620,656	9,410	+2%
Month on Month	Jan 23 Ave	Average Foofall Per Hour 1,668	Average Foofall Per Day 20,021	

Chichester +2% +8%

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Unique Visitors to Towns

+7%

Month on Month

	Dec 22	Jan 23	Variance	Growth
	134,110	143,560	9,450	+7%

Unique Visitor = One person visiting the site during the month. A unique visitor can visit multiple times which is calculated as footfall

Where unique visitors originate from by catchment area

Catchment Area	Postcodes	% Unique Visitors	№ Unique Visitors	% Mthly change
Core	10	59%	84,885	+13%
District	20	23%	33,106	+3%
Region	53	11%	16,371	-9%

Postcode catchment Area Categories are calculated based on the % of the postcode population visiting the retail site e.g a postcode where 17% of the postcode population visit the site during the month will be classified as part of the Core postcode catchment area.

Core: 15%+   District: 3% to 14.9%   Region : 0.5% to 2.9%

Catchment

+7%

Variance Month on Month

	Dec 22	Jan 23	Variance	% Mth on Mth change	% Yr on Yr change
Catchment Population	761,873	759,576	-2,297	+0%	-2%
% of Catchment Population Visiting	18%	19%	1%	+7%	+0%

Catchment population: Aggregated population of all postcodes where 3% or more of the population visit the retail site

% of Visitors by Dwell Time

<table>
<tr><td rowspan="2">+5%

40 - 60 Minutes
Most Improved
Dwell Time</td><td>Dwell Time (minutes)</td><td>% Visitors Dec 22</td><td>% Visitors Jan 23</td><td>Variance Mth on Mth</td><td>Dwell Time (minutes)</td><td>% Visitors Dec 22</td><td>% Visitors Jan 23</td><td>Variance Mth on Mth</td></tr>
<tr><td>6 - 12</td><td>10%</td><td>9%</td><td>-5%</td><td>40 - 60</td><td>21%</td><td>21%</td><td>+5%</td></tr>
<tr><td></td><td>12 - 20</td><td>11%</td><td>9%</td><td>-5%</td><td>60 - 90</td><td>29%</td><td>27%</td><td>-2%</td></tr>
<tr><td></td><td>20 - 40</td><td>24%</td><td>22%</td><td>-3%</td><td></td><td></td><td></td><td></td></tr>
</table>

Demographics

<table>
<tr><td rowspan="4">0.4%

AB Month on
Month</td><td>Core</td><td>AB 24%</td><td>C1 32%</td><td>C2 22%</td><td>DE 22%</td></tr>
<tr><td>District</td><td>AB 23%</td><td>C1 33%</td><td>C2 21%</td><td>DE 23%</td></tr>
<tr><td>Core+District</td><td>AB 23%</td><td>C1 33%</td><td>C2 22%</td><td>DE 23%</td></tr>
<tr><td>Mth on Mth Variance</td><td>AB +0.4%</td><td>C1 +0.2%</td><td>C2 -0.3%</td><td>DE -0.4%</td></tr>
</table>

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Average Dwell

-1.2%	Dec 22	Jan 23	Variance	Growth
Month on Month	01:33:08	01:32:01	-00:01:07	-1.2%

Average Visit Frequency

-8.9%	Dec 22	Jan 23	Variance	Growth
Month on Month	3	3	0	-8.9%

Glossary

Unique Visitor	A person can only be a unique visitor once in a defined time period e.g. once in a month.
Footfall	Total number of unique visits made to a location by a unique visitor.
Core, District, Region Postcodes	Postcode catchment area categories are calculated based on the % of the postcode population visiting the retail site e.g. a postcode where 17% of the postcode population visit the site during the month will be classified as part of the Core postcode catchment area.

Category	Percentage of postcode population visiting the town centre
Core:	15%
District:	3% to 14.9%
Region:	0.5% to 2.9%

Postcode Catchment Population	Aggregated postcode populations for all Core and District postcodes in your location catchment area e.g. WA15: 30,000 population, M33: 25,000 population. Total catchment population 55,000.
Postcode Catchment Conversion	% of the aggregated postcode population for all Core and District postcodes visiting your location.
% Visitors By Dwell Time	% of visitors who dwell by time period e.g. 7% of all visitors dwell 6 -12 minutes.
% Visitors By Social Demographics	% of visitors from Core and District who are classified as social grade AB,C1, C2, DE. Social grade classifications are published by Office for National Statistics (ONS) and are based on occupation, employment status, qualification and full/part time not working.

Social Grade	Description	% Population
AB:	Higher & Intermediate Manager	22
C1:	Supervisory, Junior Managerial, Administrative	31
C2:	Skilled Manual Occupations	21
DE:	Semi-skilled, Unskilled, Unemployed	26

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TownandPlace.AI - 3,500+ Town Centres

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To request your login details please contact:

clive.hall@placeinformatics.com

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Place Informatics provides footfall and behaviour insight for town centres, retail parks, shopping centres, leisure parks and outlet parks.

Providing local government, business improvement districts and retail real estate clients access to online dashboards, Place Informatics provides valuable performance measurement data and insight which supports investment decisions.